Motivations between First-time and Repeat Business Visitors: A Confirmatory Factor Analysis Approach

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Abstract—**Understanding tourism motivations is now seen as a very useful tool for tourism marketers to increase their patronage and profits. The purpose of this study is to identify systematic differences of particular determinant motivations for business trips across two types of visitors. The study used quantitative methodology. The paper employed the following statistic techniques: the exploratory factor analysis, confirmatory factor analysis, t-test analysis to identify two different segments among business visitors. The study found that business visitors for a single work related trip were more likely to travel with motives, including the motives of seeking educational values, exploration of the novel, career enhancement, and opportunity for travel. It is therefore crucial that tourist managers recognize that repeat visitors were more likely to traveling with recreational associated reasons than these first timers, such as: see new things，experience different culture and sightseeing. Theoretical and marketing implications were discussed.**

Keywords-component; tourism motivations • exploratory factor analysis • confirmatory factor analysis • business visitors• Taiwan

I. INTRODUCTION

A number of studies have proposed that the MICE sector should play a role in developing host societies (Weber and Ladkin, 2003; Weber, 2000). The economic impact of MICE tourism on host destinations can be illustrated by the fact that approximately 35% of MICE-related expenditure is spent in hotels and related facilities (Morgan and Condliffe, 2006). Wootton and Stevens also noted the following about the importance of the MICE industry (1995, p. 307): "Conferences can be an important source of revenue for hotels and as venues for conferences they dominate the market accounting for nearly 80% of all venues, 85% of all delegate days and 68% of all delegate nights."

Several studies have indicated that the MICE tourism industry has impacted on the global economy by delivering higher levels of income, employment and government revenue. It has become the significant revenue contribution for the development of many regions worldwide (Lee and Back, 2005; Kim, Chon and Chung, 2003; Crouch and Ritchie, 1998). This growth meant that Asian cities were increasingly chosen as potential international meetings and conference destinations (Go and Govers, 1999). According to a study by Mistilis and Dwyer (1999), the industry is a rapidly growing sector of tourism in the Asia Pacific region in 1999. The economic impacts of MICE events have been pointed as one of the factors directly or indirectly affecting regional economy world-wide. Dwyer and Mistilis (1997) undertook a study in different types of the potential economic, social, and cultural forms of this form of MICE tourism in relating to the level of government support for MICE tourism in Australia were discussed. The role of infrastructure, service, and training standards and marketing issues were suggested as key to the development of the global MICE industry. Weber (2000) supported this notion by claiming that the MICE industry contributes considerably to both hotel revenues and to business travel. It accounts for as much as 35% of total sales volume in major hotels and related facilities, and about 14 % of sales in food and beverage outlet markets (Convention Industry Council, 2007).

This rapid increase of MICE tourism activity has been a vital component in the development of many destinations. The impact of the MICE sector in Taiwan has been relatively significant. According to the International Congress and Convention Association (2007), in 2007 Taiwan was ranked 36 th on the basis of the number of international conventions held, while Taipei was ranked 18th worldwide and 6th in Asia. Some major motivations of visitors for attending consumer travel exhibitions have been recognized as acquiring purchase information, being attracted by the theme, or being encouraged to visit by media coverage (Rittichainuwat and Mair, 2011). Purchasing and maintaining their awareness of new trends with the tourism industry can actually be viewed as a determinant of the selection of visitors in the content of exhibitions tourism.

Reviewed literature suggests that some significant differences have been identified between first-time and repeat tourists' demographics, trip graphics, destination perception, perceived value, and travel motivations associated with both leisure and business tours (Li, Cheng, Kim, and Petrick, 2008). Moreover, Oppermann (1997) conducted a study to clarify the major differences concerning composition and travel behaviour of first-time and repeat visitors. Based on the results, repeat visitors are more likely visiting noticeably less destinations and attractions even though their longer stay in a tourism destination. As a result, repeat visitors have a desire for visiting specific locations and attractions than the one of first-time visitors in New Zealand. Several studies have indicated that significant differences exist in attitudes towards tourism motivation, overall satisfaction with travel experiences and behavioural intentions in the leisure tourism context (Li, Cheng, Kim and Petrick, 2008; Oppermann, 1997). Unfortunately, there have been few studies that have

examined the distinctive differences in tourism motivations and satisfaction empirically that shed light on the behavioural intentions amongst the two groups of business visitors.

II. LITERATURE REVIEW

A. The Business Tourism Sector in Taiwan

The MICE sector is currently one of the fastest growing and the most competitive segments of the international market. The Asia-Pacific region has been recognised as one of the most attractive destinations for marketers, because of the significant growth rates achieved since 1974 (World Tourism Organisation, 1998). According to a recent survey conducted by Pacific Asia Travel Association (2007), approximately 356 million international trips were made to explore destinations within the Asia-Pacific region in 2006, a 5.3% growth over 2005. Evidence on the growth of international travel by a Moodie report (2008) shows that traveller arrivals in 2007 were 3 % higher in the Asia-Pacific region compared to 2006. These above figures suggest that a great opportunity exists within the Asia-Pacific region for better and more effective marketing strategies to attract and retain the attention of the escalating number of international travellers. An annual survey of Taiwan tourism reveals that the average frequency domestic travel of each citizen in 1999 was 4.01 days compared to 5.39 days in 2003 (Taiwan Tourism Bureau, 2007).

In light of the continual growth of business tourism, Taiwan has developed tourism strategies based on its natural beauty and economic progress (Taiwan Tourism Bureau, 2007). A survey conducted by the Taiwan Tourism Bureau (2007) reported that traveller arrivals to Taiwan reached 3,378,118 in 2005, an increase of 14.5% compared with 2004. Of this total, foreign nationals accounted for 2,798,210, an increase of 369,913 (15.2%), and overseas Chinese numbered 579,908, up 57,863 (11%) on the previous year. The rapid growth of Taiwan's international market mirrors the increase in economic growth and wealth of the other countries within the Asia Pacific Region (Fish and Waggle, 1997). In this case, the repetitive growth of business tourism in Taiwan was frequently mentioned as one of the significant conditions influencing national economic development.

B. Travel Motivations between First and Repeat Visitors

Previous research on traveller motivations has investigated both physiological and sociological dimensions (Dunn-Ross and Iso-Ahola, 1991). According to Maslow (1970), there are different levels of need. Relaxation needs occupy the lowest level in the motivational needs hierarchy, while fulfilment needs are at the highest level followed by development needs, self-esteem, relationships needs, safety/security needs and relaxation needs. Moscardo and Pearce (1986) have contributed to motivational theory by providing an explanation of the motivations associated with travel behaviours. They established the travel motivation model (TCL), based on theories derived from the needs hierarchy theory of motivation. The model incorporates several types of traveller motivation connected with travel needs. These include relaxation needs, safety/security needs, relationship needs, self-esteem, development needs, and self-actualization/fulfilment needs. These authors have provided useful insights into the traveller decision-making.

A number of studies have been conducted to ascertain travel motivations (Klenosky, 2002; Galloway, 2002; Dunn-Ross and Iso-Ahola, 1991). Reviewed literature suggests that motivations and expectations are predictors of travel behaviour, in the case of particularly those associated with travellers' decisions (Ngamsom and Beck, 2000; Dunn-Ross and Iso-Ahola, 1991). A structured personal interview was used to examine the effects of various motives of the Hong Kong cruise travelers on their satisfactory levels connecting these trips (Qu and Wong, 1999). The major traveling motivation factors were suggested as "Escape from normal life", "Social gathering", and "Beautiful environment and scenery" Yoon and Uysal (2005). It has been suggested that motivations has been broadly viewed to be a determinant of destination experiences in terms of visitors' needs.

Previous studies on MICE tourism have focused on identifying determinants that influence the decision-making of meeting participants. These previous studies assist destination marketers (service providers) to attract more delegates (Rittichainuwat, Beck and LaLopa, 2001; Ngamsom and Beck, 2000; Oppermann, 1997; Price, 1993). It has been widely recognized that travel motivation plays a role in determining and predicting the decision-making of MICE travellers. Various tourism researchers have investigated MICE related tourism motivations (Ngamsom and Beck, 2000; Opperman, 1997). A related study by Gee, Choy and Makens (1997) maintained that travel decision-making and behaviours are affected by various motivational factors.

One of the most cited research findings relating to the motivations of those attending conventions and meetings was published by Price (1993), who suggested that education, networking, and career path and leadership enhancement are the major motivations involved with attendance at MICE event. A variety of motivations were identified as key elements for association attendees to participate with MICE events (Ngamsom and Beck, 2000). Most of the studies analyzing that attendance at conferences, conventions and exhibitions provides a valuable opportunity for MICE travellers to explore work-places; travel to overseas destinations; participate in various outdoor recreations; business-related activities; change of pace; networking; and educational enhancement. More recently Severt, Wang, Chen and Breite (2007), identified five distinct motivations for travelling with business related purposes: (1) activities and opportunities; (2) networking; (3) convenience of conference; (4) education benefits; and (5) products and deals factors. They found that the educational components of motivational factors were highly correlated with satisfying business tourism performance, whereas activities and opportunity were less concerned with overall satisfaction. Based on these previous studies, a clear understanding of motivational factors affecting traveller decision-making should help marketers to provide a better tourism experiences in this highly competitive marketplace. Nevertheless, differences between first time and

repeat visitors motivation have not been explained in the context of business tourism. This implies that a better understanding of these two types of business visitors would offer a basis for successful marketing strategies. The objective of this research is therefore to examine whether motivations in business travelling are different between first time and repeat business visitors.

III. METHODOLOGY

A multi-item scale was used to obtain an overall estimation of motivation for MICE tourists in participating work related activities in Taiwan by examining rating key motivational attributes. Twenty-one questions were designed to determine the importance of each motivational attribute in relation to the target business visitors to Taiwan (5-point Likert scale ranging from it is not important at all to it is extremely important). All of the determinants of motivational attributes were selected from previous relevant tourism motivation studies.

The majority of the sample respondents are business travelers who had undertaken corporate purpose related travel in Taipei. This target population was considered suitable for achieving the key objectives of the study. The surveys were conducted while the respondents were participating in various business related events in the Taipei international convention centre as well as the Taipei world trade centre. A self-administered questionnaire was employed in the data collections stage. All respondents were 18 years of age or older. Prior to conducting the main survey, a pilot survey was conducted to investigate the reliability of the survey questionnaire using correlation coefficient analysis. The main survey sample comprised of 700 tourists who had visited Taipei for business related purposes, of which 518 were established as useable for analysis subsequent to data clearing treatment.

IV DATA ANALYSIS

The data was analyzed via two major steps: principal component analyses, and t-test analysis. Initially principal component analyses, frequently suggested as a constructive way for evaluating the verification of the research questionnaire construct (Neuman, 2006; Hair, Anderson, Tatham and Black, 2006), was employed to provide in explanation of the complex interrelations among variables. Following this, CFA model was used to test the conceptual model of tourism motivations. The data was analysed with the statistical package SPSS 18.0 and AMOS 18.0. As a result of t-test analysis, was applied to classify the prospective differences between the two groups of business tourists who visited Taiwan.

A. Findings and Discussions

Most respondents were male (78.2%), and 40 to 49 years old (36.5%), masters or doctoral degree (46.9%); employees (56.8%); director or manager (64.7%). In terms of household income, Most respondents earn US$82501-US$99000 (17.2%); with most born in Japan (32.45%).

Table 1: Factor analysis of motivation for travelling

Dimensions of Tourism Motivation	Factor Loading				
	F1	F2	F3	F4	Com.
Factor 1: EDUCATIONAL VALUE					
Presenting a paper	0.867				0.849
Server as chair or moderator	0.866				0.798
Education-related purposes	0.794				0.767
Self-esteem enhancement	0.588				0.613
Factor 2: EXPLORATION OF THE NOVEL					
Life experience gained when traveling		0.814			0.766
Comfortable place to stay		0.814			0.798
See new things		0.747			0.691
Escape from routine		0.610			0.672
Experience different culture		0.577			0.608
Opportunity to relax on vacation		0.552			0.677
Factor 3: CAREER ENHANCEMENT					
Work requirement			0.769		0.640
Employer funded			0.765		0.693
Networking opportunities			0.719		0.660
Interesting conference programs			0.621		0.639
A good conference package			0.561		0.673
Reasonable priced conference			0.485		0.508
Factor 4: OPPORTUNITY FOR TRAVEL					
Sightseeing				0.860	0.766
Opportunity to visit a new town				0.851	0.795
Combination of leisure and business trips				0.556	0.535
Opportunity for entertainment				0.551	0.673
Eigenvalue	9.10	2.56	1.16	1.04	
% of variance explained (Total=69.3)	45.5%	12.8%	5.8%	5.2%	
Cronbach's alpha (α)	0.892	0.894	0.862	0.838	
KMO=0.891; Bartlett's Test: Chi-Square=7446.288, df=190, Sig=0.00					

Source: Author's data analysis 2008.

An initial step to conducting principal components analysis on with 21 motivation items orthogonal varimax rotation was to carry out the Bartlett Test of Sphericity value and the Kaiser-Meyer-Olkin (KMO) overall measure of sampling adequacy, in order to confirm the acceptability of the factor examination. The KMO score of sampling adequacy was reported 0.891 while the Barlett Test of Sphericity has a value of 7000.536, df of 171 (p value = 0.00) indicting that factor analysis was appropriate to be performed. The four factors with eigen-values of above one can be extracted while explaining 69.3% of the overall variance. Cronbach's alpha for the extracted factors ranges between 0.84 and 0.89, and exceeds the recommended level of 0.60 (Hair, Anderson, Tatham and Black, 2006), indicating a good degree of internal

consistency. The reliability of the research instrument was also achieved.

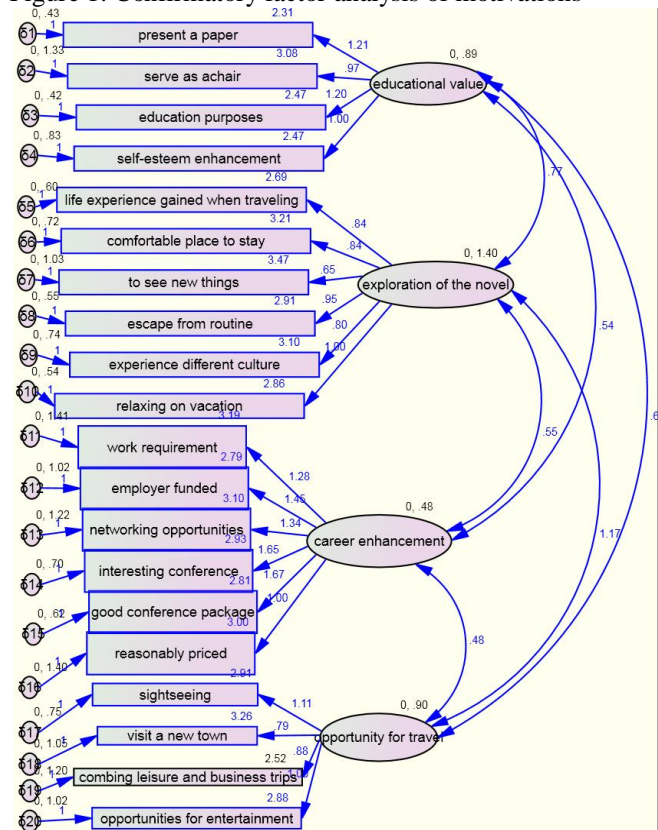Figure 1: Confirmatory factor analysis of motivations

Table 2: Confirmatory factor analysis of motivation for travelling

	χ2	χ2/df	CFI	NFI	RMSEA	p	Sample size (n)
indices	64.1	2.84	.891	.874	.032	0.00	518

Note: CFI = comparative fit index; NFI = normed fit index; RMSEA = root mean square error of approximation.

In this study, the structural equation modeling technique was applied to confirm the four-factor model was the best fit for the data. The assessment results of confirmatory factor analysis using AMOS are provided in table 2. The goodness of fit of the proposed model of confirmatory factor analysis is commonly viewed as evaluating a few fit indices (Kline 1998). It has been suggested that the chi square ($\chi2$) value, which reflects the inconsistency between model-implied covariance and observed sample covariance. The value chi square ($\chi2$) statistic preferably to be small and insignificant. Additionally, the value of CFI and NFI are suggested to be ideal indices to recognize normed fit index (Bentler 1990). Researchers have suggested that the value of RMSR is examined to evaluate the goodness of fit of a model by testing root mean square residual. All these indices ought to be larger than .90 for the model to be considered as acceptable (Hair et al. 1998). The result was considered as acceptable fitting to this model, with a ratio of the chi-square to degree of freedom of 2.84, RMSEA

of 0.32, CFI of 0.891, and NFI of 0.874. These results provide adequate evidence that model 1 sufficiently fits the data and thus its reliability and validity could be cautiously established.

To determine whether notable differences exist in motivations between the two groups of travellers, a t-test analysis with a two-tailed significance was used. This method allows researchers to identify the equality of variances of t-test analysis. Once this analysis is tested, the equal variances between the two groups are able to be understood (Neuman, 2006). Based on the result of the t-test analysis in Table 3, there are several statistically significantly differences in travel motivations between the two groups of MICE travellers.

Additionally, both business and recreational related motivations were found to perform imperative roles in influencing the selection of destination. Interestingly, it can be noted that a number of recreational associated factors were ranked as the most significant factors in shaping the choice of destination in the MICE tourism context, such as: see new things (t=-3.379, sig. $\leq$ 0.001), experience different culture (t=-5.211, sig. $\leq$ 0.00), sightseeing (t=-3.405, sig. $\leq$ 0.001) and these factors were also indicated at a statistically significant level (p $\leq$0.05).

When looking at these three factors, it was found that aspects referring to see new things, experience different culture and sightseeing are more likely to attract first-time MICE travellers. Given the mean score of these variables, it can be stated that the recreational related elements of travel motivations are significant in relation to destination selection. However, considerable differences were found at a statistical level within the three variables associated with motivations between the two groups of MICE travellers. Hence, it is reasonable to conclude that these three factors may be less eye-catching to these repeat MICE travellers because they had visited the destination previously. The findings in Table 3 are in line with the previous study by Gitelson and Crompton (1984), which signified that repeat travellers are more likely to return to a destination because they intend to discover the destination more broadly or to expose it to others. The conclusions of their study are supported by the results in Table 2 with the variables: see new things (t=-3.379, sig. $\leq$ 0.001); and experience different culture (t=-5.211, sig. $\leq$ 0.00).

One could argue that individuals have a more positive attitude regarding tourism attractions of a specific destination which appears to be an important factor in influencing destination selection. These findings suggest that in most cases MICE travellers to Taiwan are more likely to want to experience a variety of tourism activities such as: see new things; experience different culture; and sightseeing for the duration of their MICE related visitations. Consistent with previous studies, potential recreational activities in a destination should be considered as key points for MICE travellers to visit a destination (Rutherford and Kreck, 1994). Additionally, these findings provide support the results generated from previous tourism studies (Rittichainuwat, Beck and Lalopa, 2001; Opperman, 1997).

It is appropriate to state that the travelability related elements can be viewed as a major factor which plays a significant role

in travel decision-making in the context of MICE tourism. Furthermore, two items which refer to professional related motivations for visiting Taiwan were ranked as follows: work requirement (5th) and networking opportunities (6th). These items measure factors associated with professional aspects of travel motivation. They exhibited statistically significant differences in their thoughts between the two groups of MICE travellers in: 'job opportunities' (sig. $\leq$ 0.009); 'presenting a paper' (sig. $\leq$ 0.018) and 'serve as chair or moderator' (sig. $\leq$ 0.025).

Overall Rankings	Attributes of Travel Motivation	Total Sample Mean	T-value	Sig. (2-tailed)
1	See new things	4.368	-3.379	0.001**
2	Experience different culture	3.376	-5.211	0.00**
3	Sightseeing	3.258	-3.405	0.001**
4	Comfortable place to stay	3.206	0.331	0.736
5	Work requirement	3.195	1.713	0.87
6	Networking opportunities	3.102	0.467	0.641
7	Life experiences gained when traveling	3.1	-3.268	0.001**
8	Opportunity to visit a new town	3.071	-4.511	0.00**
9	Combination of leisure and business trips	3.0	-4.595	0.00**
10	Interesting conference programs	2.934	-0.54	0.598
11	Opportunities for entertainment	2.911	-3.494	0.001**
12	Escape from routine	2.907	-0.108	0.914
13	Opportunity to relax on vacation	2.859	-2.751	0.006**
14	A good conference package	2.806	0.908	0.364
15	Employer funded	2.785	1.713	0.087
16	Reasonably priced conference	2.696	-0.487	0.626
17	Self-esteem enhancement	2.471	1.154	0.249
18	Education-related purposes	2.465	1.807	0.071
19	Presenting a paper	2.305	2.37	0.018*
20	Serve as chair or moderator	2.218	2.249	0.025*

Table 3 differences exist in motivations

Note:*Significant level at 0.05, ** Significant level at 0.01.

Several authors have already identified some differences between travellers holiday purposes, however there has been no studies that focus on the potential differences in the travel motivation (push and pull factors), travel satisfaction and preferences toward travel behaviour (Li, Cheng, Kim and Petrick, 2008; Marcussen and Zhang, 2007). Consequently, the findings of this thesis provide an improved understanding of the differences in various aspects regarding the destination selection process between the two types of MICE travellers.

Empirical evidence has found that significant differences are apparent between the motivations of first-time and repeat travellers (Li, Cheng, Kim and Petrick, 2008; Lau and McKercher, 2004; Oppermann, 1997). First-timers have no actual previous travel experiences at a destination. On this basis, it may be reasonable to assume that first-time traveller's needs or wants are only primary based on personal knowledge which guides them to travel. On other hand, it has been shown that repeat travellers are more likely to visit a destination than first-timers because they may be committed to return on the basis of an encouraging previous experience (Kozak and Rimmington, 2000; Sonmez and Graefe, 1999). To sum up, the findings indicated that career needs significant factors in affecting travel of both types of travellers. This is consistent with previous studies where travel motivations associated with works acts as a focal role in determining travel decision-making amongst MICE travellers (Rittichainuwat, Beck and Lalopa, 2001; Ngamsom and Beck, 2000). This may mean that both types of MICE travellers intend to be engaged with MICE events because of their work requests.

Based on this, it can be argued that in the most cases MICE travellers viewed their trips as a great opportunity to experience new things or different cultures in a comfortable destination. The research results also provided strong empirical evidence to suggest that more entertaining possibilities (for example, foods, entertainments or resorts) may need to be marketed through the development of various marketing campaigns. For example, to acquire a well known star to offer these MICE travellers a superior introduction of all the tourism attractions in the host city, through producing a TV traveling video or radio station. Additionally, they could provide tourists with announcements and free tickets to experience these eye-catching recreational activities, before and after events.

The present research should be of value to both destination tourism marketers and event organizers in the context business tourism, particularly in Taiwan. The results have identified some differences in travel motivation between two groups of business travellers. It has suggested that the first-timers appeared as travellers who were more aware about the reasons of novel exploration and career enhancements (for example see new things, experience different culture, combination of leisure and business trips). In targeting the first-timers, tourism marketers may need to consider new marketing campaigns of events at the end of radio or TV commercials to advise potential travellers to come and take part in their events. More extensive tourism information regarding various tourism activities and cultural attractions in the host city should be provided by these marketing campaigns. It would offer a superior chance to deliver a more desirable image of a particular destination into their potential customers' minds and to generate a higher likelihood of actual travel.

Notable differences in motivations were also discovered, the findings indicated that the repeaters appear to be more likely motivated to make the travel decision by various educational reasons (for example work requirements and networking opportunities) when compared to the first-timers. Thus, it may be also suggested that these destination marketers be provided with more interesting parties that could offer them an excellent opportunity to meet with other professionals during the occurrence of their events. After the events, organizers may be able to develop their contact list of potential repeaters. It would also provide a great chance for them to keep sending the relevant information regarding job opportunities or news of other events to these event attendees who had participated in the event. The findings reported allow for the establishment of a business tourist profile highlighting notable difference in travel motivations to Taiwan. A better understanding is

provided focusing tourist interest in traveling as business visitors to participate various activities. Thus, to develop a traveller's commitment to the events or organizations would be considered incredibly valuable to destination marketers.

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